DDA/Main Street Minutes

October 20, 2021

Executive Board Members present: Elizabeth Brewer, Debbie Ray, Laura Seabolt, Dennis White, Vance Foster, Alice Glenn

Executive Board Chairman: Carey Jackson, absent

Director: Jason Ford

Main Street Coordinator: Peggy Vickery

Advisory Board Members present: Tammy Hutchinson

Archway Coordinator- Rosanna Cruz-Bibb

In Carey Jackson’s absence, Jason Ford called the meeting to order at 12:00 p.m.

Alice Glenn gave the treasurer’s report.

Alice initiated a discussion re the payoff of the Franklin St. office--$4349.15. After a brief discussion, Alice made the motion to pay off the loan; Elizabeth Brewer seconded. It was unanimously approved with Elizabeth Brewer, Debbie Ray, Laura Seabolt, Dennis White. Alice Glenn and Vance Foster voting. Carey Jackson was absent.

Director’s Report – See Jason’s attached report.

* Training- Peggy will be participating in an “Accreditation” Main Street zoom presentation. Our region two will be presenting the report next year.
* He recapped the recent very successful events that have been presented: Depot Days, HartOberfest. Scarecrows, Monster Mash, Christmas Tree Lighting, Christmas Parade will be enjoyed in the next several weeks.
* Continue to study the expansion of the DDA borders.
* The following board appointments have been renewed for another three years: Carey Jackson, Debbie Ray, Dennis White, Vance Foster. Thank you for your wise service!
* Several businesses are looking for space downtown; the City was featured in Georgia Trend Magazine.
* Mary Lynn Johnson was recognized as a Daily Point of Light Recipient.
* New businesses may be found in the 4Wholehealth building (Empower Yoga, Eden Family Chiropractic, From the Roots Nutrition, Massage Conscious; Michelle Wetherbee will be opening a Fresh-style market in Common Ground.
* October was the Final Reading of 2022 City Budget
* Jason announced that we have added 32 new businesses since 2018 with 5 more waiting to secure space in town. We are currently concentrating on improving the blighted section of S. Forest Ave.

Archway - Rosanna Cruz-Bibb announced that Hartwell was chosen by the Institute for Leadership Advancement wherein selected students will create tourism projects. Jason announced Hartwell is in the bottom third of destinations for day trips in Ga. with Stevens and Franklin counties placing ahead of us.

She is presenting our Wayfinding ideas to her Archway students. They will assess viability, design, and potential costs. We hope to present it to the city in January.

Approximately 25 Archway students will be painting murals on Farmers’ Insurance, Charlene Lee’s building (back of Community Theater for the RR St. Park), and the Brewery (potentially.)

A Quality of Life Developer will be looking at a Resident and Tourism Workbook

Main Street - Promotions and Design –Peggy Vickery announced

* We are so happy to have 50 + scarecrows participating in our featured fall event. Winners will be announced at the Monster Mash.
* Monster Mash will take place Oct. 30th from 10-12 am on Railroad Street. We will have ten UGA students coming in to volunteer time. Approximately 30 businesses will be handing out candy, Impact church will be bringing 6 activity stations. Band, Football team, and Cheerleaders will be highlighted.
* Girls’ Night Out will take place Nov. 11th with a Christmas theme. 18 businesses will be participating.
* We will be co-sponsoring the Christmas Tree Lighting on Nov. 22.
* Ribbon Cutting at the Ax Throwing and Strickland Health venue, Exit Realty.
* The Design Committee is looking at Wayfinding signs (in conjunction with Archway Organization:

Organization – Peggy reported the Sponsorship/Partnership drive has deposited $2500. Into our Main Street account. We will concentrate on restarting our 2022 drive in Jan-Feb. time slot.

We had a brief discussion re the amount of cigarette butts we are finding all over the city. This has been ongoing concern. We hope to find a way to lessen this situation.

Minutes approved.

Meeting adjourned at 12:40 p.m.

Tammy Hutchinson, Secretary.

The meeting adjourned at 12:30 p.m.

Submitted by Tammy Hutchinson, Secretary